

e-BIZ Newsletter



Economic & Redevelopment News

Spring 2005

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The City of Rocklin

Welcome & Introduction

This is the inaugural issue of Rocklin's E-Biz Newsletter. Our mission is to provide you concise and pertinent information regarding business and economic activity in Rocklin. We are dedicated to creating the best business climate and customer service so businesses can succeed and the community can prosper.

*We welcome your feedback. Please forward any questions and comments to the editor.
Thank you.*

Mayor & Council Visitation Program

This spring, the Mayor and City Council launched a business visitation program. The City wants to hear directly from businesses so City leaders can address important issues as well as communicate the benefits of doing business in Rocklin.

Mayor Peter Hill	Council Members Kathy Lund Brett Storey Ken Yorde	Assistant City Manager Rob Braulik
Vice Mayor George Magnuson	City Manager Carlos Urrutia	Editor Rob Braulik

*Rocklin e-Biz News published quarterly
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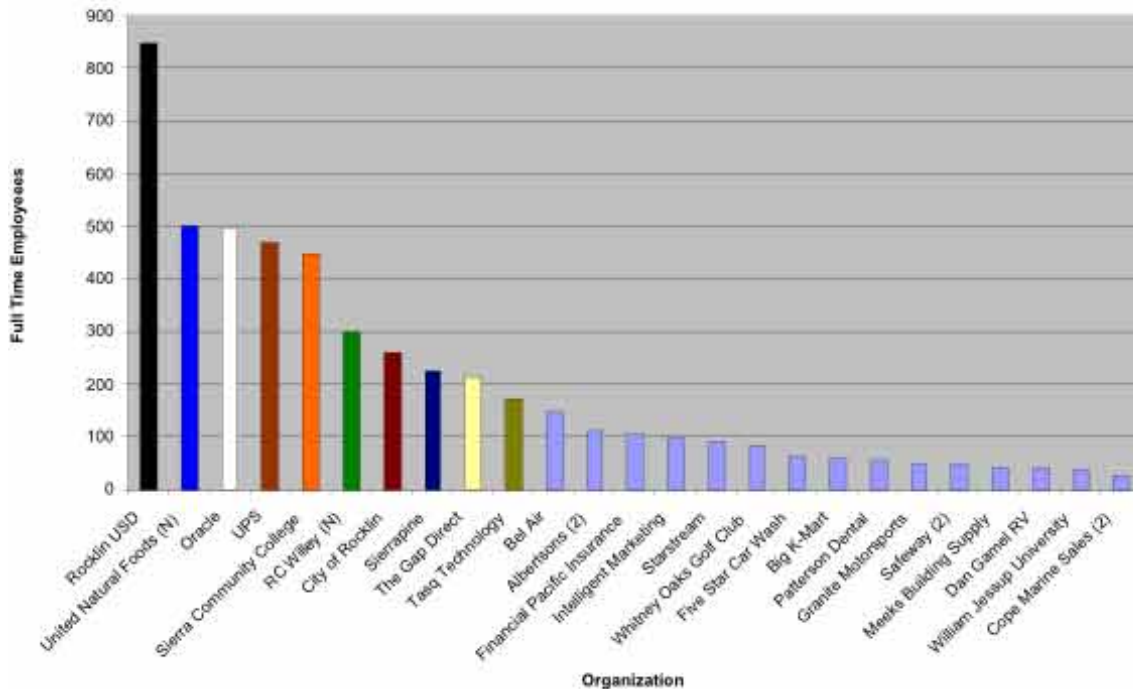
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Stats & Trends, Top Employers

	2004		2003		Change
Employment					
Unemployment Rate	3.60%		4.50%		-20.00%
Demographics					
Population	48,900		46,000		6.30%
Housing Units	19,175		18,048		6.24%
Home Values					
Average Sales Price	\$ 442,000.00		\$ 303,000.00		45.87%
Median Home Price	\$ 432,500.00		\$ 396,000.00		9.22%
Median Household Income	N/A		\$ 64,737.00		
Education					
Academic Performance Index	809		810		-0.12%
Taxes (in millions)					
Sales taxes	\$ 6.20		\$ 5.22		18.70%
Property taxes (excludes RDA)	\$ 5.07		\$ 4.39		15.41%
Sales tax receipts July to Sept 2004	\$ 3.60		\$ 3.00		20.00%
Development					
Bldg permits Commercial	120		101		18.81%
Bldg values Commercial (in millions)	\$ 29.40		\$ 25.70		14.40%

Employers



Business & Development Highlights

The Bender Insurance Company project, located at the Southeast corner of China Garden Road and Monument Springs Drive, has obtained approval to build a new 16,000' corporate headquarters. This headquarters will replace the current one in Sacramento. A building rendering is shown below:



Five Star Plaza 100% Leased

This former Wal-Mart store property has been remodeled and four new tenant spaces have been created. HBH Construction completed the remodel and the new tenants are:

- American Furniture, 53,353'
- Bellach's, 21,931'
- RoomSource, 40,219'
- Your Home Resort, 16,940'

Niello Porsche Dealership

This project is currently under construction. This new 23,630' facility should be completed and open by May of this year.



RC Willey, a 70-year-old company owned by the investment giant, Warren Buffett of Berkshire Hathaway, is a Salt Lake City based retailer which recently received approval to construct a 160,765' big box retail store in the Blue Oaks Shopping Center adjacent to the State Highway 65. RC Willey

sells electronics, furniture and floor coverings. This is the first California based store for the retailer.



Rocklin **ACE Hardware** will open its third 17,000' store this fall at the Shops at Stanford Ranch Road next to Longs Drugs. The store will employ a staff of 25.



Rocklin 65 located between Highway 65 and Lonetree Boulevard (North of Adams Drive) received approval to construct this project which includes three projects in one:



1&2 Story Office Building totaling 115,387'



Retail Center with 43,122' in four buildings



Corporate Center with three buildings totaling 104,076'

San Ramon Boats based in San Ramon, California and the largest dealer and seller of Cobalt Boats, will be starting construction of their new 20,000' state-of-the-art facility this spring. A rendering of the building is shown below:



United Natural Foods, Inc. (NASDAQ: UNFI) purchased the former ACE Hardware Distribution Center in Rocklin. UNFI is the largest publicly-traded wholesale distributor to the natural and organic foods industry. Sales for the most recent ending fiscal year were \$1.7 billion. Total estimated employment at the Rocklin facility is 503.

Redevelopment Projects

Pacific Street Phase IV Improvement Project

This project involves the widening of Pacific Street to four lanes, a raised landscape median, drainage improvements, reconstruction of the right turn pocket at Pacific Street and Midas Avenue and overlay pavement from Union Pacific Rail Road to Del Mar Avenue. The project is scheduled to start construction in May and will be completed this fall. For more information, contact the Community Development Department, Engineering Division at 916.630.2031.

Downtown Rocklin Plan

The Redevelopment Agency has commenced work on developing a new Downtown Rocklin Plan. The consultant hired to assist the Agency with this effort is RBF Consulting of Irvine, California. This project will include review and analysis of the Downtown Rocklin area addressing design, market and economic and fiscal components. A series of public workshops will be held the week of May 16th through May 19th. For more information, contact the City Manager's Office at 916.625.5560

Rocklin Road/ I-80 Interchange Beautification Project

The Agency plans to complete a new landscaping and beautification project at the Rocklin Road/ I-80 Interchange. The project should start construction spring 2005 and be completed this fall. For more information, contact the Community Development Department,

Engineering Division at 916.625.5144.

Train Depot Construction Project

In 2004, the Agency constructed a new parking facility for the Rocklin Train Depot. This year, the Agency will complete construction of a new Train Depot building to be located adjacent to the parking area. Construction is projected to commence this summer and will be completed in the fall. The new depot will be configured for Wireless access for the public. For more information, contact the Community Development Department, Engineering Division at 916.625.5144.

Business Resources

The Economic Development Office can provide extensive information to businesses, developers and real estate site location professionals on a variety of topics from business and public finance to human resource programs. Highlighted below are a few sites worth reviewing:

Labor Training Assistance

- www.placer.ca.gov/business/business-advantage-network.htm#train

Real Estate Trend Analysis & Statistics Top 50 U.S. Metropolitan Markets

- <http://www.irr.com/viewpoint.cfm>

Tax-Exempt Bond and Development Fee Assistance

- <http://www.cacommunities.com>
- <https://secure.cacommunities.com/cacomm/apps/idbs/>
- <https://secure.cacommunities.com/cacomm/apps/scip/>

Technical Manufacturing Assistance

- <http://www.manex.org>

City Corner

Building Permit Fees

Currently underway is a study by MuniFinancial to review and analyze the current building fee schedule. This work is projected to be completed in the spring with a public information workshop to be provided prior to scheduling a City Council hearing date projected for summer 2005. For more information, contact the Community Development Department, Building Division at 916.625.5120.

General Plan Update

There is a draft update of the current General Plan. An Environmental Impact Report (EIR) on the draft plan is underway. The current schedule is:

- **Spring – Summer 2005**, finalize draft document
- **Fall 2005**, initiate EIR report
- **Spring 2006**, adopt new General Plan

To view the draft documents go to:

http://www.quadknopf.com/Current_Projects/RocklinGP/Rocklin_General_Plan_Update.htm

or contact the Community Development Department, Planning Division at 916.625.5160.

Resources

Building Statistical Activity Report is available online @ http://www.ci.rocklin.ca.us/upload/files/Bldg_022003_bldgrpts_bldgstatrpt.pdf

Current Street Traffic Counts are available online @ <http://www.ci.rocklin.ca.us/upload/files/Web%20Traffic%20Volumes%20Rev%2001.pdf>

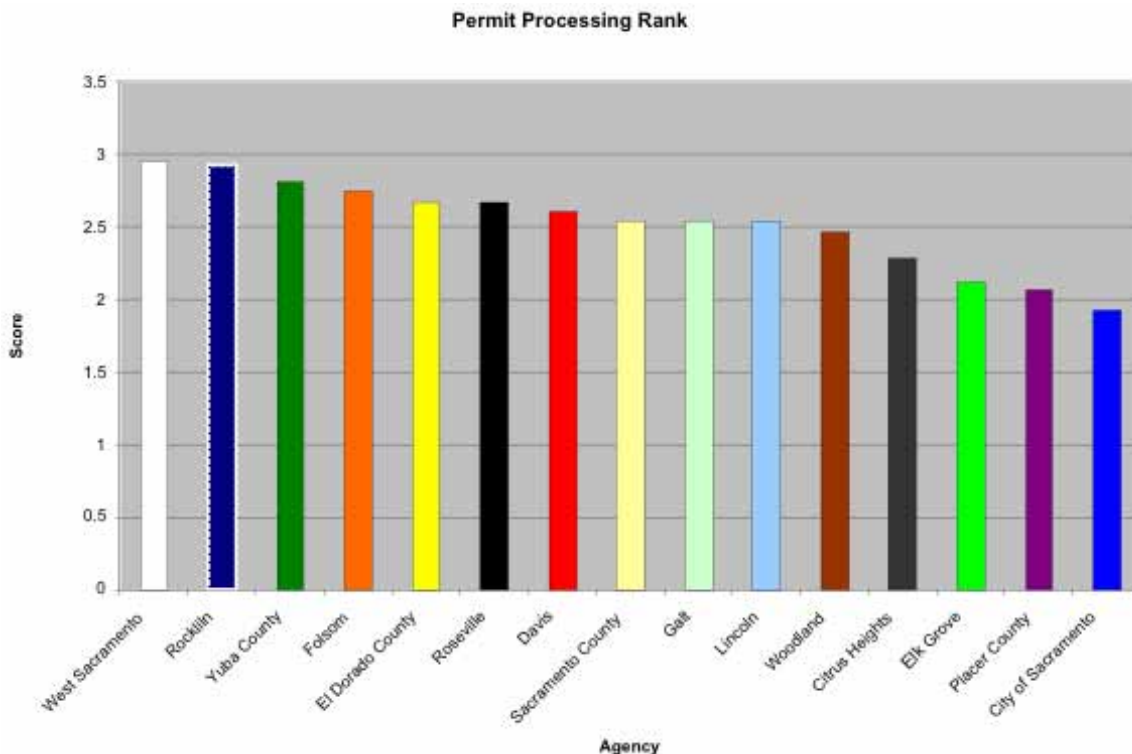
Electronic List of Building Permits pulled for residential and non-residential projects is available from the Community Development Department, Building Division at 916.625.5120. The annual cost for this service is \$176.

Wireless Hotspot

Plans are in the works to enable the public to access a public wireless network at the Sunset Community Center later this year. For more information, contact the Administrative Services Department, Information Services Division at 916.625.5070.

Rocklin Ranks #2 in Business Development Permit Processing

In a recent *Sacramento Business Journal* survey questionnaire sent to 500 developers, contractors, engineers, architects and others; Rocklin ranked # 2 (2.93 points) out of the 15 communities surveyed in the region. West Sacramento ranked # 1 (2.95 points). This is the third year of the survey, and Rocklin has received a high ranking.





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